



Award winning Absolute Audio Labs announces aftermarket hearing aid upgrade for consumer audio at CES 2019



COME VISIT US AT **CES** - HOLLAND TECH SQUARE-EUREKA PARK - **SANDS** - **BOOTH 51726-20**

Las Vegas/CES, January 6, 2019 Absolute Audio Labs BV (AAL), developer of the world's first open smart audio O/S, 'PYOUR Smart Audio', and exhibiting at CES 2019/Eureka Park booth 51726 with the Dutch delegation led by HRH Prince Constantijn of the Netherlands, is announcing a strategic partnership with medical device manufacturer Videomed from Poland.

Under this partnership, the award winning PYOUR Smart Open Audio O/S will be released in a medical grade version by Videomed. The patent pending PYOUR Audio Pro Medical O/S is designed to be compliant to FDA, Health Canada and EU/CE hearing aid regulations and will be able to deliver full hearing aid capability to consumer audio products like headphones and earbuds. It will be sold as an aftermarket software upgrade via the appropriate professional medical channel, compliant to the regulatory system of the Territory.



PYOUR Audio Pro Medical O/S is scheduled to be released by Videomed in April 2019 for the US market and classifies as Class I Hearing Aid under FDA regulations. It can be used to upgrade any audio product that already runs PYOUR Smart Audio O/S.

Absolute Audio Labs CEO Aernout Arends: *"Videomed has a very strong reputation in the EU medical device markets. Since starting in 1989, they have released many innovations, including a health innovation Award by the Polish government and are manufacturing and developing medical devices under medical ISO 13485. We are proud to partner and use their incredible wealth of experience and knowhow."*

Videomed CEO Justyn Skrzętnicki: *"New technological developments for Bluetooth and consumer audio DSP makes it increasingly possible to run advanced algorithms for hearing functions. Although the FDA is preparing a new OTC category for hearing products, the PYOUR Audio PRO medical O/S already qualifies under the current FDA system and gives patients the benefit of combining high level hearing health care with the latest and greatest in consumer smart audio products."*

About PYOUR Audio / Absolute Audio Labs: PYOUR Smart Audio O/S, a CES Innovation Honoree, is available to any audio OEM, retail channel and application developer looking to develop and market unique audio products, product categories and services and stand out in this crowded hardware market. Next to our unique infrastructure, we developed world class applications for speech intelligibility enhancement and personalisation to hearing profile and allow 3d party applications to run or to connect. 2019 will see many applications emerge on PYOUR Smart Audio O/S around entertainment audio enhancement, Machine Learning, IoT, voice assistants and live translations. Visit us at CES at the Holland Tech Square/Eureka Park/Sands, booth #51726-20.

About Videomed: Videomed Electronics Works was established in Poland in 1989. With a dozen patents, the company is one of most innovative companies in the ENT field. Next to that, Videomed is the largest manufacturer of audiometers in Eastern Europe. PYOUR Audio Pro Medical is part of a larger strategy of the company to expand its range of hearing related products.



For questions, interview requests or images, please contact: PR@absoluteaudiolabs.com